

What is claimed is:

1. A system for tracking user demographics and content preferences, and for incentivizing user activity, comprising:

I. a user system adapted to monitor delivery of content from a separate content delivery entity, communicate user demographic information and user activity information to a separate integrating entity, and to enable a user to navigate at least part of said integrating entity, comprising:

a. a media player ancillary portion adapted to receive, parse and report to a dispatching portion content activity information about content being delivered to a media player by said separate content delivery entity;

b. a dispatching portion adapted to receive said content activity information and send at least part of said content activity information to said separate integrating entity; and

c. a command and control portion adapted to run on at least the operating system of a user device and to allow the user to navigate at least part of the integrating entity; and

II. a separate integrating entity adapted to receive user demographic information and content activity information from said user system, award incentives based on at least part of said content activity information, and enable users to redeem said incentives.

2. A system according to claim 1 in which the dispatching portion is adapted to store locally at least part of said content activity information when

said dispatcher is unable to send said content activity information to said separate integrating entity.

3. A system according to claim 1 in which the dispatching portion is adapted to send user demographic information to said integrating entity.

4. A system according to claim 1 in which the media player ancillary portion is a plug-in application.

5. A system according to claim 1 in which the command and control portion is a tray application.

6. A system according to claim 1 in which the command and control portion supports a visual interface that enables the user at least to log onto and navigate at least part of the integrating entity.

7. A system according to claim 1 in which the user device is a personal computer.

8. A system according to claim 1 in which the user device is a set top box.

9. A system according to claim 1 in which the user device is a wireless device.

10. A system according to claim 1 in which the content delivery occurs via streaming audio and the media player ancillary portion parses at least a part of said streaming audio.

11. A system according to claim 1 in which all of the media player, dispatcher and command and control portions are implemented on said user device.
12. A system according to claim 1 in which at least part of at least one of said media player, dispatcher, and command and control portions are implemented on another device.
13. A system according to claim 12 in which at least part of any of said media player, dispatcher, and command and control portions are implemented at said content delivery entity.
14. A system according to claim 1 in which the user can redeem incentives in an auction.
15. A system according to claim 1 in which the user can redeem incentives in a sweepstakes.
16. A system according to claim 1 in which the incentives have a fixed value, and the user can redeem the fixed value incentives for rewards.
17. A system according to claim 1 in which the integrating functionality adjusts award of incentives according to at least one characteristic of the content being delivered.
18. A system according to claim 1 in which the integrating functionality adjusts award of incentives according to at least one characteristic of content delivery infrastructure.

19. A system according to claim 1 in which the integrating functionality adjusts award of incentives according to at least one characteristic of the user demographic information.

20. A system for motivating listener activity and generating demographic information relating to at least one of content and product, comprising:

I. a user system adapted to operate on a user device, which user device includes at least one content reception application, the user system including:

a. a monitoring computer program adapted to monitor delivery of content and generate content activity information based on content being delivered to said content reception application;

b. a communications computer program adapted to receive at least part of said content activity information and sent at least part of said content activity information, coupled with demographic information related to the user of the user device, to a separate central system; and

c. a coordination computer program adapted to enable the user to log onto said separate central system in order for at least part of said content activity information and user demographic information to be sent to said separate central system, and to enable the user to navigate at least part of said separate central system; and

II. a central system located separately from said user system, adapted to receive, store and process at least part of said content activity information and user demographic information from said user system, and to

award incentives selectively and variably based on characteristics of at least said content activity information.

21. A system according to claim 20 in which the monitoring program is a media player plugin.

22. A system according to claim 20 in which the coordination program is a tray application.

23. A system according to claim 20 in which the coordination program supports a visual interface that enables the user at least to log onto and navigate parts of the central system.

24. A system according to claim 20 in which the user device is a personal computer.

25. A system according to claim 20 in which the user device is a set top box.

26. A system according to claim 20 in which the user device is a wireless device.

27. A system according to claim 20 in which the content delivery occurs via streaming audio and the monitoring program parses at least a part of the streaming audio.

28. A system according to claim 20 in which all of the monitoring program, communication program and coordination program are implemented on the user device.

29. A system according to claim 20 in which at least part of at least one of said monitoring, communication and coordination programs are implemented other than on the user device.

30. A system for motivating listener activity and generating content related demographic information, comprising:

I. a user system adapted to operate on a user device, which user device includes at least one content reception application, the user system including:

a. monitoring means for monitoring content being received by said content reception application and generating content activity information based on at least one characteristic of said content being received;

b. communication means for sending at least part of said content activity information to a separate central system; and

c. coordination means for allowing the user to log on to said central system and to navigate at least part of said central system in order to check status of incentives and to redeem at least part of said incentives; and

II. a central system located separately from said user system, comprising:

a. means for receiving, storing and processing at least part of said content activity information, and for awarding incentives at least partially selectively and variably based on characteristics of at least said content activity information.

31. A system according to claim 30 in which the monitoring means is a media player plugin.
32. A system according to claim 30 in which the coordination means is a tray application.
33. A system according to claim 30 in which the coordination means supports a visual interface that enables the user at least to log onto and navigate parts of the central system.
34. A system according to claim 30 in which the user device is a personal computer.
35. A system according to claim 30 in which the user device is a set top box.
36. A system according to claim 30 in which the user device is a wireless device.
37. A system according to claim 30 in which the content delivery occurs via streaming audio and the monitoring means parses at least a part of the streaming audio.
38. A system according to claim 30 in which all of the monitoring, communication and coordination means are implemented on the user device.
39. A system according to claim 30 in which at least part of at least one of said monitoring, communication and coordination means are implemented other than on the user device.

40. A process for motivating listener activity and generating content related demographic information, comprising:

I. in a user system adapted to operate on a user device, which user device includes at least one content reception application:

a. monitoring content being received by said content reception application and generating content activity information based on at least one characteristic of said content being received;

b. communication means for sending at least part of said content activity information to a separate central system; and

c. enabling the user to log on to said central system and to navigate at least part of said central system in order to check status of incentives and to redeem at least part of said incentives; and

II. in a central system located separately from said user system:

a. receiving, storing and processing at least part of said content activity information, and

b. awarding incentives at least partially selectively and variably based on characteristics of at least said content activity information.

41. A process according to claim 40 further comprising redeeming at least some of said incentives for a particular user in return for a reward.

42. A process according to claim 41 in which said redeeming occurs in an auction.



43. A process according to claim 41 in which said redeeming occurs in a sweepstakes.

44. A process according to claim 41 in which said redeeming occurs whereby said incentives have a fixed value.

45. A process according to claim 41 in which the process also generates product related information.